

PROGRESS TEST 3 – PRESENTATION

PART A: LISTENING

Task 1: Listen to a talk about presentation tips and fill in the blanks with NO MORE THAN TWO WORDS

Preparing and Giving a Presentation

Initial thoughts

Most important consideration: your audience

Three points to bear in mind: + What they need to know

+ How (1) _____ they will be

+ How big the audience will be

Structure

Start with information that makes the audience (2) _____

End with (3) _____

Design

The presentation needs to be (4) _____

Vary content by using a mix of words and (5) _____

Task 2: Listen to a talk about presentation tips and fill in the blanks with NO MORE THAN TWO WORDS

Presenting

Look at the audience, be enthusiastic and energetic

Voice - vary speed and (6) _____

Occasionally add (7) _____ for greater impact

Do not use (8) _____ (e.g. appears, seems)

Questions and Interruptions

When asked a question, first of all you should (9) _____

Minimise interruptions by (10) _____ them.

Task 3: Are these sentences true (T) or false (F)

11. They have redesigned an old product.
12. The product is aimed at men and women aged 18-40.
13. The new design means you don't need two hands to use it.
14. There's only one size now. Another one will follow in a few months.
15. They will make a Gantt chart for the project next month.
16. He finished the presentation with enough time to take some questions

Reading 1: Read the text and answer the questions with NO MORE THAN THREE WORDS.

Steps in Preparing a Presentation

Step 1: Analyze your audience

The first step in preparing a presentation is to learn more about the audience to whom you'll be speaking. It's a good idea to obtain some information on the backgrounds, values, and interests of your audience so that you understand what the audience members might expect from your presentation.

Step 2: Select a topic

Next, if possible select a topic that is of interest to the audience and to you. It will be much easier to deliver a presentation that the audience finds relevant, and more enjoyable to research a topic that is of interest to you.

Step 3: Define the objective of the presentation

Once you have selected a topic, write the objective of the presentation in a single concise statement. The objective needs to be specified exactly, including what you want your audience to learn from your presentation. Base the objective and the level of the content on the amount of time you have for the presentation and the background knowledge of the audience. Use this statement to help keep you focused as you research and develop the presentation.

Preparing the Content of Your Presentation

Step 4: Prepare the body of the presentation

After defining the objective of your presentation, determine how much information you can present in the amount of time allowed. Also, use your knowledge about the audience to prepare a presentation with the right level of detail. You don't want to plan a presentation that is too basic or too advanced.

The body of the presentation is where you present your ideas. To present your ideas convincingly, you will need to illustrate and support them. Strategies to help you do this include the following:

- Present data and facts
- Read quotes from experts
- Relate personal experiences
- Provide vivid descriptions

Step 5: Prepare the introduction and conclusion

Once you've prepared the body of the presentation, decide how you will begin and end the talk. Make sure the introduction captures the attention of your audience and the conclusion summarizes and reinforce your important points. In other words, "Tell them what you're going to tell them. Then, tell them what you told them."

During the opening of your presentation, it's important to attract the audience's attention and build their interest. If you don't, listeners will turn their attention elsewhere and you'll have a difficult time getting it back. Strategies that you can use include the following:

- Make the introduction relevant to the listeners' goals, values, and needs
- Ask questions to stimulate thinking
- Share a personal experience
- Begin with a joke or humorous story
- Project a cartoon or colorful visual
- Make a stimulating or inspirational statement
- Give a unique demonstration

During the opening you want to clearly present your topic and the purpose of your presentation. Clearly articulating the topic and purpose will help the listeners focus on and easily follow your main ideas.

During the conclusion of your presentation, reinforce the main ideas you communicated. Remember that listeners won't remember your entire presentation, only the main ideas. By reinforcing and reviewing the main ideas, you help the audience remember them.

17. What kind of information of your audience should the presenter require?
18. How do the audience find if you select a topic that they are interested in?
19. How should the objective of the presentation be?
20. How many strategies can help you illustrate and support your ideas in the body?
21. During the opening, what do you need to present?

Reading 2: Match the information below with the correct person.

How to make a good presentation?

Scene or Slide Length

The experts all agree on one thing: too much text will kill your presentation. Rule number one in Seth Godin's extremely popular post on how to make great presentations is: "No more than six words on a slide. EVER. There is no presentation so complex that this rule needs to be broken." Seth's technique is to use the slides almost like a chapter heading for the topic he's talking about, emphasizing the importance of the oral side of presentations

Presentation Length

Public speaking guru Guy Kawasaki has a rule for the length of presentations called the 10/20/30 rule: he believes a good presentation should have no more than 10 slides, should go for no more than 20 minutes, and the font size should be no less than 30 point.

Use A Remote

Most presentation gurus stress the importance of making eye contact with the audience and smiling, and warn against turning your back or spending too much time looking down into a laptop. Some very good practical advice from author and sought-after public speaker Garr Reynolds is to use a remote to pause and advance your presentation so you have time to be spontaneous and control the flow of the presentation.

Don't Be Afraid to Make Mistakes

Steve Jobs was a legendary speaker who would practice meticulously and exhaustively before giving any presentation. He even had standby anecdotes prepared to fill time when the technology he was using to give the presentation failed. He once said “you make mistakes. It is best to admit them quickly, and get on with improving.” The message is simple: mistakes are unavoidable but there’s no need to let them ruin everything. Acknowledge it with a smile and move on.

Focus on Value

Tony Robbins believes in getting to know his audience and goes to great pains to find out about them before he gives a talk, because “the more you understand what somebody wants, needs, and fears, the more you can figure out how to add value,” he said in an interview in Business Insider. By offering solutions to the problems of the people in the room, you are giving them something of real value to take away. Everything else you say will be self-indulgent and irrelevant.

		Key
22. If you make mistakes, admit them and move on.	A. Guy Kawasaki	22
23. The font size should be at least 30 point.	B. Steve Jobs	23
24. There shouldn't be more than 6 words in a slide.	C. Garr Reynolds	24
25. Use a remote to control your presentation.	D. Seth Godin	25
26. Find out what the audience needs and give it to them.	E. Tony Robbins	26

PART C: WRITING

Unscramble the sentences to make typical sentences from a conclusion

27. Well,/ the end of/ today/ brings me/ to/ my talk/ that

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28. I/ divide/ presentation/ three parts.

.....

29. Before I/ key issues/ go over/ the/ stop,/ let me/ again

.....

30. Finally,/ like to/ issue/ highlight/ I'd/ one/ key

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